

## IN THE SPECIFICATION

Please replace the section titled "CROSS REFERENCE TO RELATED APPLICATIONS," page 1, lines 5 through 18, with the following:

This application is related to the following co-pending and commonly assigned patent applications:

Application Serial No. ~~xx/xxx,xxx~~ 09/739,993, filed on same date herewith, by Paul M. Cereghini and Scott W. Cunningham, and entitled "ARCHITECTURE FOR A DISTRIBUTED RELATIONAL DATA MINING SYSTEM," attorneys' docket number 9141;

Application Serial No. ~~xx/xxx,xxx~~ 09/740,119, filed on same date herewith, by Scott W. Cunningham, and entitled "IMPROVEMENTS TO GAUSSIAN MIXTURE MODELS IN A DATA MINING SYSTEM," attorneys' docket number 9143; and

Application Serial No. ~~xx/xxx,xxx~~ 09/739,994, filed on same date herewith, by Mikael Bisgaard-Bohr and Scott W. Cunningham, and entitled "DATA MODEL FOR ANALYSIS OF RETAIL TRANSACTIONS USING GAUSSIAN MIXTURE MODELS IN A DATA MINING SYSTEM," attorneys' docket number 9684;

all of which applications are incorporated by reference herein.

Please amend the paragraph at page 7, lines 3 through 10 of the specification as follows:

There are two components to the present invention: a data model which defines a structure for storing customer transactional information within generated by the data mining system 100 and an algorithm performed by the data mining system 100 to analyze the transactional information into coherent groups according to perceived similarities in the transactional data ~~create the data model.~~

The data model comprises a ~~Gaussian Mixture Model~~ that stores transactional data and provides a minimum specification for the transactional data needed in the analysis. The algorithm performs the mapping function necessary to ~~create the data model by aggregating~~ aggregate the transactional data for cluster analysis. The result, as noted, is a grouping of the transactional data into segments, wherein each segment may be summarized by a set of prototypical behaviors.

Please amend the paragraph at page 7, line 27 through page 8, line 2 of the specification as follows:

FIG. 2 is a diagram that illustrates the structure of a data model 200 according to the preferred embodiment of the present invention. The data model 200 ~~comprises a Gaussian Mixture Model, and may be stored in the relational database managed by the RDBMS 132.~~ The data model 200 ~~is a structured way of~~ defines the structure for storing transactional data in the relational database managed by the RDBMS 132. This transactional data might be obtained, for example, from a point-of-sale device.

Please amend the paragraph at page 8, line 24 through page 9, line 2 of the specification as follows:

Gaussian Mixture Models are a form of machine learning, described in more detail in sources such as Roweis, S.T. and Ghahramani, Z. (1999), A Unifying Review of Linear Gaussian Models, Neural Computation 11(2):305-345, which publication is incorporated by reference herein. One implementation of an algorithm for generating the Gaussian Mixture Models is described in co-pending and commonly-assigned Application Serial No. ~~xx/xxx,xxx~~ 09/740,119, filed on same date herewith, by Scott W. Cunningham, and entitled "IMPROVEMENTS TO GAUSSIAN MIXTURE MODELS IN A DATA MINING SYSTEM,"

attorneys' docket number 9143, which application is incorporated by reference herein.